

**REASON FOR PUBLICATION**

Published for Opposition

**Mark Literal(s)** WHITEOPS

Whiteops

**CASE IDENTIFIERS****Serial Number** 85974225 **Application Filing Date** Jul. 01, 2013 **Register** Principal **Mark Type** Service Mark  
**Publication Date** Nov. 26, 2013**MARK INFORMATION****Standard Character Claim** Yes. The mark consists of standard characters without claim to any particular font style, size, or color. **Mark Drawing Type** 4 - STANDARD CHARACTER MARK**GOODS AND SERVICES INFORMATION****For** Fraud detection services in the field of online advertising**International Classes** 45 - Primary Classes **US Classes** 100, 101 **International Class Title** Personal and legal services **First Use** Sep. 01, 2012 **In Commerce** Sep. 01, 2012**BASIS INFORMATION****Currently Use** Yes**OWNER INFORMATION****Owner Name** White Ops, LLC **Address** White Ops, LLC 18 Bridge Street, 1G Brooklyn NEW YORK 11201 **Legal Entity** LIMITED LIABILITY COMPANY **State or Country Where Organized** DELAWARE**ATTORNEY/CORRESPONDENCE INFORMATION****Docket Number** NR.0009.TM**EXAMINING ATTORNEY****Examining Attorney** CROWLEY, PAUL C